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# Office of the Minnesota Secretary of State

## Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form  
Must be filed by March 31  
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.  
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Software for Good, GBC
2. The public benefit corporation's board of directors has reviewed and approved this report.
3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information); Note: Use additional sheets if needed. (Required)

See attached Report.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Casey J Helbling  
Signature of Public Benefit Corporation's Chief Executive Officer

2019-03-27  
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

### Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:  
Casey@softwareforgood.com

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

### List a name and daytime phone number of a person who can be contacted about this form:

Casey Helbling 612-207-6622  
Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?  
Yes  No

# 2018 Annual Benefit Report



Software for Good

# Pairing Cause with Craft

Software for Good brings people and technology together to solve complex world problems. Since 2004, our experienced team of engineers, designers, and strategists has developed software applications for organizations working toward positive environmental and social change. We intentionally partner with those who share our belief that technology has the power to engage and motivate people to solve critical global issues: climate change, hunger, human rights, clean water, renewable energy, healthcare, and education.

As a general benefit corporation, Software for Good subscribes to the Triple Bottom Line: People, Planet, Profit. We put people and planet first — operating sustainably, investing in our community, and donating our time, money, and support to causes like climate action, affordable housing, and inclusion for people with disabilities. We care about the financial health of our organization and our team, but we don't work to line our pockets. The Software for Good team is driven by a shared passion for using technology to make a positive impact on the communities in which we live and work.

# A Team Effort

Our people are the heart of Software for Good. We have thoughtfully grown our team over time, hiring only those who are as passionate about our mission as they are skilled in our trade.

In 2018, we continued to support our employees' full selves with unlimited paid time off, generous parental leave, and funding for professional development. We also launched a new goal-setting initiative to help employees connect their personal and professional growth with Software for Good's.

While we strive to maintain a flat structure that gives everyone on the Software for Good team a voice in our organization's growth and impact, we rely on the leadership and counsel of a small team of individuals who are committed to maintaining the balance of People, Planet, and Profit. Within Software for Good, this team consists of Casey Helbling (founder and CEO) and Liz Tupper (director of product strategy). Their work is guided by the expertise and experience of outside advisors within the business, technology, and social enterprise sectors.



# Empathy First, Technology Second

Software for Good has always worked with our clients to think through users and goals for each software project, but this year, we went deeper than ever before. We've expanded our strategy services, bringing a more holistic and human-centered strategic approach to all of our projects.

We've started doing more feature sketching in strategy sessions with clients — allowing us to be open and creative when we need to be, before narrowing in and articulating specific requirements. And we're incorporating more user research and testing, making sure that what we're building is truly solving problems for people.

With this shift to invest more in human-centered strategy, our team has evolved, too: Liz Tupper officially changed her title to Director of Product Strategy, and now leads a team focused on these services. Two new hires currently round out the team: Project Strategist Bridget Lally and Content Strategist Colleen Powers.

In 2019, we'll continue looking for ways to make these strategic services accessible to mission-driven organizations, including those who participate in our Giving Program.

# Giving Program: Growing & Evolving

2018 was the second year of our Giving Program, which invites software development interns to hone their skills on projects for mission-driven, budget-challenged organizations. Over the course of the year, nine interns worked on the following web applications:

- **Veggieables**, a volunteer scheduling app that helps Twin Cities Food Justice efficiently deliver would-be discarded food from grocery stores to shelters and food banks.
- **Can I Vote If?**, where people can look up voting eligibility by their state, age, and factors like being formerly incarcerated or a new U.S. citizen.
- **Punchliners**, envisioned by comedian Michael Jr. to encourage people to use their skills and gifts for good.
- **STEMscape**, created by Community Building Tutors to match classrooms of college students with grade schoolers for tutoring.

The Can I Vote If? app was conceived at the Code Switch hackathon by a first-place-winning team including SfG developer Jenessa White. Our interns helped build out the prototype into a functional app. Thanks to this success, Software for Good has committed to working with future Code Switch winners to develop their ideas into working software.

Giving Program manager Eddie Glenn and the rest of the team have continued to look for ways to improve the experience for clients and interns alike. Though we ambitiously set out to host interns year-round, we realized that scheduling just one yearly cohort would focus our resources and better serve our clients' needs. Starting in 2019, the internship will be a summer program that allows interns to be on-site with our team more often, and allows us to do more strategic planning with the clients who participate.

# Joining a Hub for Social Impact

In May, a new center for social impact and innovation opened in east downtown Minneapolis — a collaboration of Impact Hub Minneapolis-St. Paul and Finnegans Brewing — and Software for Good moved in on day one. As a flagship tenant, we enjoy office space in the center of a purpose-driven community of social enterprises and nonprofits.

Since moving in, we've taken an active role in Impact Hub's programs and events. Our CEO Casey Helbling evaluated applications for the inaugural FINNovation Fellowship, which provides mentorship, training, and funding to social entrepreneurs. During Twin Cities Startup Week in October, Casey spoke on a panel about combining purpose with profit. Software for Good also hosted our own Startup Week workshop, inviting entrepreneurs to think through their users and potential features before building new technology.

# We bring people and technology together to solve complex world problems.

**\$1,127,424**

value of work for mission-based projects

**207**

average number of PTO hours logged by each Sfg team member

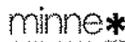


MN Council of Nonprofits Dot.Org award for program delivery

## PROJECT HIGHLIGHTS

- Launched a food drive management system for Second Harvest Food Bank of Santa Clara and San Mateo Counties, helping them feed nearly 250,000 people each month.
- Helped The Arc Minnesota reimagine how they support people with disabilities, leading to a brand-new website and a long-term product strategy.
- Launched multiple projects with the City of Saint Paul, such as rethinking their licensing process and improving their youth employment application.
- Developed SafeSpace, a mobile app to save lives and start conversations about police brutality, with entrepreneur Mondo Davison.
- Upgraded the registration process on HOURCAR's website, making it easier for Twin Cities residents to sign up for eco-friendly car sharing.
- Expanded the Twin Cities Pride mobile app to Android as well as iOS, so more people can navigate the festival.
- Created an online resource guide to share information about dental therapy, which makes dental care more accessible for underserved communities.
- ... plus ongoing projects furthering work in areas like public health, community involvement, waste reuse and reduction, and climate change.

## CAUSES WE'VE SPONSORED



# Board of Directors Certification

The Software for Good Board of Directors certifies that the independent third-party standard has been designated as B Lab. Software for Good's B Lab certification renewal is currently in progress after a previous two-year term of certification. B Lab is a nonprofit organization whose main office address is 155 East Lancaster Avenue, 2nd Floor, Wayne, PA 19087. The third-party standard is being applied in a consistent manner to the annual reports for 2015, 2016, and 2017.

Software for Good has pursued a General Public Benefit by building software for organizations whose mission, products, or services positively impact the public — typically in regards to social and environmental causes. This market remains a challenging one in that the demand for custom software development fluctuates significantly from month to month, and many projects are sourced from nonprofit organizations with limited budgets.

The Software for Good Board of Directors approves this report.



*Casey Helbling*

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Casey Helbling, Founder and CEO



*Liz Tupper*

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Liz Tupper, Director of Product Strategy



**Work Item 1077829800035**  
**Original File Number 800196100056**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/29/2019 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State